

Resources

Contact Us

Implementing a successful ride program can be a challenge. If you want expertise beyond what is available in this toolbox, the original **Road Crew** project management team may provide consulting services and project administration on an hourly or contractual basis. They also can make available the **Road Crew** logo and poster. For a free initial consultation, contact:

Beth Mastin
President, MasComm Associates
2828 Marshall Court, Suite 101
Madison, WI 53705
Phone 608-236-0674
Fax 608-236-0252
E-mail mastin@mascomm.net

Mike Rothschild
UW School of Business
5601 Tonyawatha Trail
Madison, WI 53716
Phone 608-221-9666
Fax 608-221-4644
E-mail mrothschild@bus.wisc.edu

In Wisconsin, contact your Bureau of Transportation Safety Regional Program Manager (RPM) and discuss this concept with him/her. A map to assist you with finding your RPM is located at the end of this section.

Toolbox Resources

Throughout the toolbox, there are many resources listed in their appropriate section. The following is a summary of those links.

Road Crew Final Report

<http://www.dot.wisconsin.gov/library/publications/topic/safety.htm>

National Highway Traffic Safety Administration Traffic Safety Facts 2002 – Alcohol

<http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/TSF2002/2002alcfacts.pdf>.

NHTSA Traffic Tech 2001 National Survey on Drinking and Driving

<http://www.nhtsa.dot.gov/people/injury/alcohol/traffic-tech2003/TT280.pdf>

NHTSA Traffic Safety Facts May 2003

<http://www.nhtsa.dot.gov/people/injury/New-fact-sheet03/VehicleLicensePlate.pdf>



Resources

National Town Hall Meeting on Drunk Driving in American 2001, conducted by the National Commission Against Drunk Driving

<http://www.ncadd.com/townhall.pdf>

National Highway Traffic Safety Administration, Alcohol and Highway Safety 2001: A Review of the State of Knowledge

<http://www.nhtsa.dot.gov/people/injury/research/AlcoholHighway/index.htm#Contents>

National Commission Against Drunk Driving public hearings and national conferences focusing on 21-to-34-year-olds

<http://www.ncadd.com/tsra/abstracts/young.adults.html>

The BoardSource

<http://www.boardsource.org/default.asp?ID=1>

How to Implement a Community-Based Designated Driver Program

<http://www.nhtsa.dot.gov/people/injury/alcohol/DesignatedDriver/intro1.html>

A Guide to Community-Based Designated Driver Programs

<http://www.ncadd.com/designated/designated1.html>

Small Business Administration

<http://www.sba.gov/>

Small Business Administration Starting a Small Business

http://www.sba.gov/starting_business/index.html

Bylaws of the National Commission Against Drunk Driving

http://www.ncadd.com/policy_c.cfm

NHTSA publication "Setting Limits, Saving Lives: The Case for .08 BAC Laws"

<http://www.nhtsa.dot.gov/people/injury/alcohol/Setting%20Limits%20Saving%20Lives%20htm/appA.html>

Internal Revenue Service Publication 557

<http://www.irs.gov/publications/p557/index.html>

About.com

<http://nonprofit.about.com/cs/nonprofitstartup/>



Resources

Web Guide

There are many resources on the internet that you might find helpful. This is a partial list of some sites that may contain research on the problem of impaired driving, model programs, and other information, representing many different points of view and approaches. The **Road Crew** project and its consultants take no responsibility for any information found on these sites.

AAA Foundation for Traffic Safety

<http://www.aafts.org>

The AAA Foundation for Traffic Safety is a not-for-profit, publicly supported charitable educational and research organization that funds research projects designed to discover the causes of traffic crashes. This research has been used to develop focused, high-impact educational materials for drivers, pedestrians, bicyclists and other road users.

Advocates For Highway And Auto Safety

<http://www.saferoads.org>

Advocates for Highway and Auto Safety is an alliance of consumer, health and safety groups and insurance companies and agents working together to make America's roads safer. Advocates encourages the adoption of federal and state laws, policies and programs that save lives and reduce injuries.

Anheuser-Busch, Inc.

<http://www.beeresponsible.com> or <http://www.designateddriver.com>

Anheuser-Busch has developed and implemented programs to fight drunk driving by encouraging the use of designated drivers or alternate transportation, and to educate young people about the dangers of drunk driving.

"Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors"

<http://www.social-marketing.org/papers/carrotarticle.pdf>

This article by Professor Michael L. Rothschild, School of Business, University of Wisconsin, Madison is considered one of the definitive discussions on the effectiveness of social marketing when compared to change efforts of education and law enforcement.



Resources

Center for Media Literacy

<http://www.medialit.org>

A national nonprofit project that develops and distributes educational materials and programs that promote critical thinking about the media: from television to tee shirts, from billboards to the Internet.

The Century Council

<http://www.centurycouncil.org>

The Century Council is a national, not-for-profit organization dedicated to reducing drunk driving and underage drinking problems, two of society's top safety concerns.

Coors Brewing Company

<http://www.coors.com/responsibility>

The Coors Brewing Company follows strict policies and promotes effective programs that help prevent underage drinking, drunk driving, and other forms of alcohol abuse.

Emergency Nurses Cancel Alcohol Related Emergencies (ENCARE)

<http://www.ena.org>

Emergency Nurses CARE (EN CARE) is a non-profit organization with more than 5,000 trained emergency health care professionals who volunteer their time in their local communities in 47 states to educate the public about preventing injuries, including automobile crashes.

FACE: Truth and Clarity About Alcohol

<http://www.faceproject.org>

FACE is a national non-profit organization that focuses specifically on alcohol issues in the areas of media development, training, and advocacy. A product catalog provides access to videos, commercials, outdoor advertising, and print materials that address the health and safety risks associated with alcohol.



Resources

Governors Highway Safety Association

<http://www.statehighwaysafety.org>

The Governors' Highway Safety Association represents the highway safety programs of states and territories on the "human factors" of highway safety. Such areas include underage drinking prevention, occupant protection, impaired driving, speed enforcement, and motor carrier, school bus, pedestrian and bicycle safety.

Insurance Institute for Highway Safety

<http://www.hwysafety.org>

The Insurance Institute for Highway Safety is a non-profit, research and communications organization dedicated to reducing highway crash deaths, injuries and property damage losses. IIHS, which is funded by automobile insurers, publishes a number of reports on teen drivers.

International Association of Chiefs of Police

<http://www.theiacp.org>

The International Association of Chiefs of Police is the world's oldest and largest nonprofit membership organization of police executives, with over 16,000 members in over 100 different countries. IACP's leadership consists of the operating chief executives of international, federal, state and local agencies of all sizes.

Miller Brewing Company

<http://www.thinkbeforeyoudrink.com>

Miller Brewing Company is committed to doing their part to reduce drunk driving, prevent underage access and promote responsible decision-making by legal drinking age consumers. As part of these efforts, they work with a broad range of partners on responsibility initiatives, such as safe rides and server training, under their Live Responsibly program.

Mothers Against Drunk Driving (MADD)

<http://www.madd.org>

Mothers Against Drunk Driving is a non-profit grass roots organization with more than 600 chapters nationwide. MADD's focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes.



Resources

National Association for Community Leadership

<http://www.communityleadership.org>

The National Association for Community Leadership is a non-profit organization dedicated to nurturing leadership in communities throughout the United States and internationally. Their mission is to strengthen and transform communities by enhancing the capacity of inclusive, community leadership development efforts.

National Commission Against Drunk Driving

<http://www.ncadd.com/>

The mission of the National Commission Against Drunk Driving is to continue the efforts of the Presidential Commission On Drunk Driving to reduce impaired driving and its tragic consequences by uniting a broad based coalition of public and private sector organizations and other concerned individuals who share this common purpose.

National Highway Traffic Safety Administration

<http://www.nhtsa.dot.gov>

NHTSA is responsible for reducing deaths, injuries and economic losses resulting from motor vehicle crashes. This is accomplished by setting and enforcing safety performance standards for motor vehicles and motor vehicle equipment, and through grants to state and local governments to enable them to conduct effective local highway safety programs.

Recording Artists, Actors & Athletes Against Drunk Driving (RADD)

<http://www.radd.org/>

RADD's members use their "Star Power" to help save lives by encouraging young adults not to drink and drive and by promoting RADD's message, "Designate Before You Celebrate." RADD uses music, sports and celebrity spokespeople and media access to heighten awareness about the importance of a designated driver

Remove Intoxicated Drivers (RID)

<http://www.rid-usa.org>

RID's mission to deter impaired driving, and teen binge drinking that often leads to intense trauma. The organization serves as advocates for victims, enablers of tough laws, and watchdogs for law enforcement and adjudication in the courts.



Resources

Responsible Hospitality Institute

<http://www.hospitalityweb.org>

The purpose of the National Hospitality Resource Network (NHRN) is to inform and advise interested parties how to form cooperative and collaborative alliances to promote responsible hospitality principles and practices.

Safe Communities

<http://www.nhtsa.dot.gov/safecommunities>

Nine agencies within the U.S. Department of Transportation are working together to promote and implement a safer national transportation system by combining the best injury prevention practices into the Safe Communities approach to serve as a model throughout the nation.

Students Against Destructive Decisions (SADD)

<http://www.saddonline.com/>

The mission of SADD is "to provide students with the best prevention and intervention tools possible to deal with the issues of underage drinking, drunk driving, drug abuse and other destructive decisions."

TIPS (Training for Intervention ProcedureS)

<http://www.gettips.com/>

The TIPS (Training for Intervention ProcedureS) programs teach servers, sellers and consumers of alcohol to prevent intoxication, drunk driving and underage drinking

Traffic Injury Research Foundation

<http://www.trafficinjuryresearch.com/>

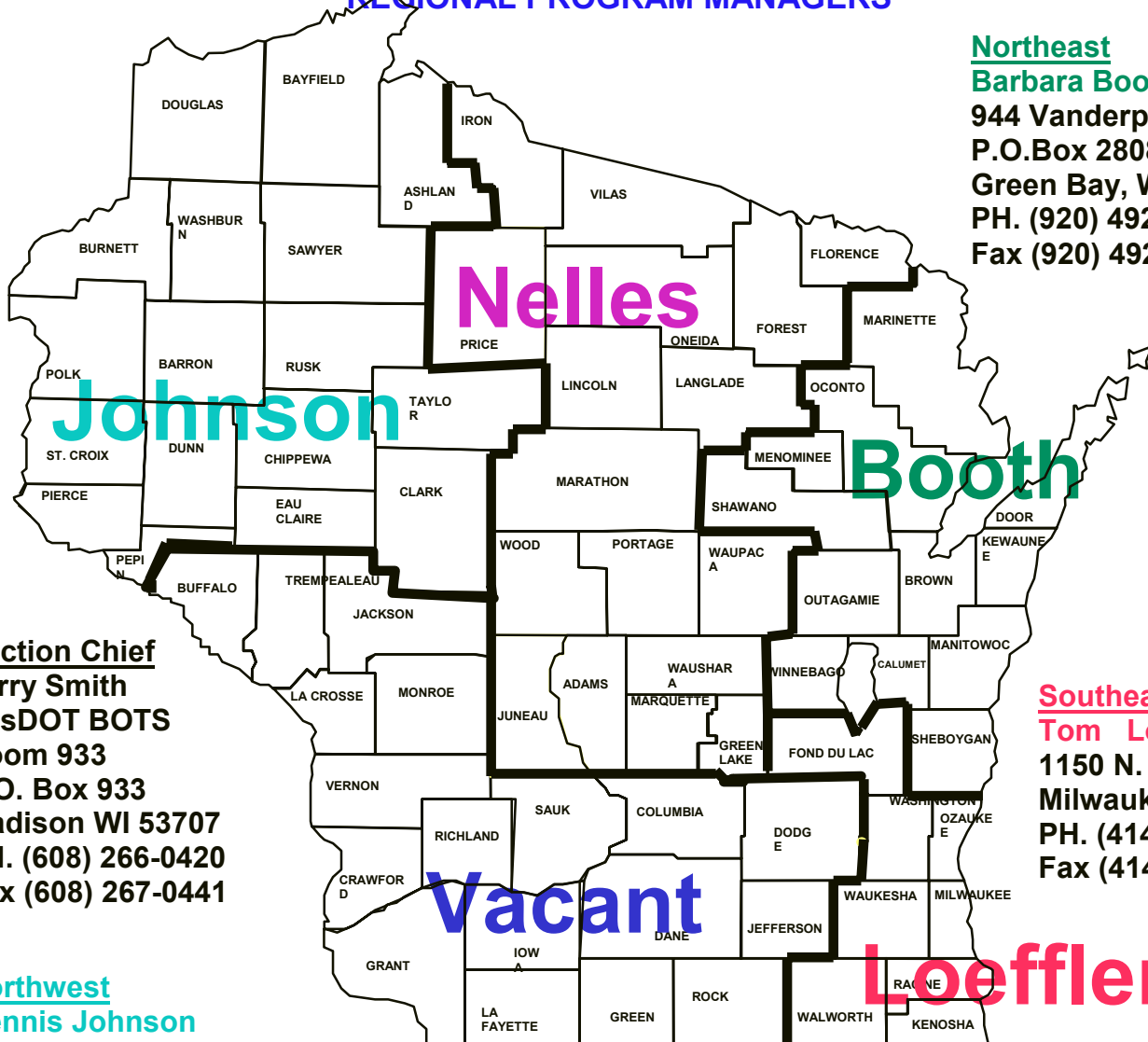
TIRF is an independent road safety institute whose mission is to reduce traffic-related deaths and injuries. It achieves its mission by designing, promoting and implementing effective programs and policies, based on sound research.



Resources

WisDOT

BUREAU OF TRANSPORTATION SAFETY REGIONAL PROGRAM MANAGERS



Northeast

Barbara Booth

944 Vanderperren Way

P.O.Box 28080

Green Bay, WI 54324-0080

PH. (920) 492-5639

Fax (920) 492-5640

Section Chief

Jerry Smith

WisDOT BOTS

Room 933

P.O. Box 933

Madison WI 53707

PH. (608) 266-0420

Fax (608) 267-0441

Southeast

Tom Loeffler

1150 N. Alois

Milwaukee, WI 53208

PH. (414) 266-1097

Fax (414) 266-1076

Northwest

Dennis Johnson

718 W. Clairemont Ave.

Eau Claire, WI

54701-5108

PH. (715) 836-5168

Fax (715) 836-2039

Southwest

Vacant

Central

Patti Nelles

1681 Second Ave South

Wisconsin Rapids, WI 54495

PH. (715) 421-7368

Fax (715) 423-0334





ROAD CREW LOGO PMS

(Please note: These color chips are for visual representation only. Please refer to PANTONE® Color Formula Guide for accurate specification, communication, reproduction and matching of colors for printing, publishing and packaging.)



PANTONE
680 C



PANTONE
407 C

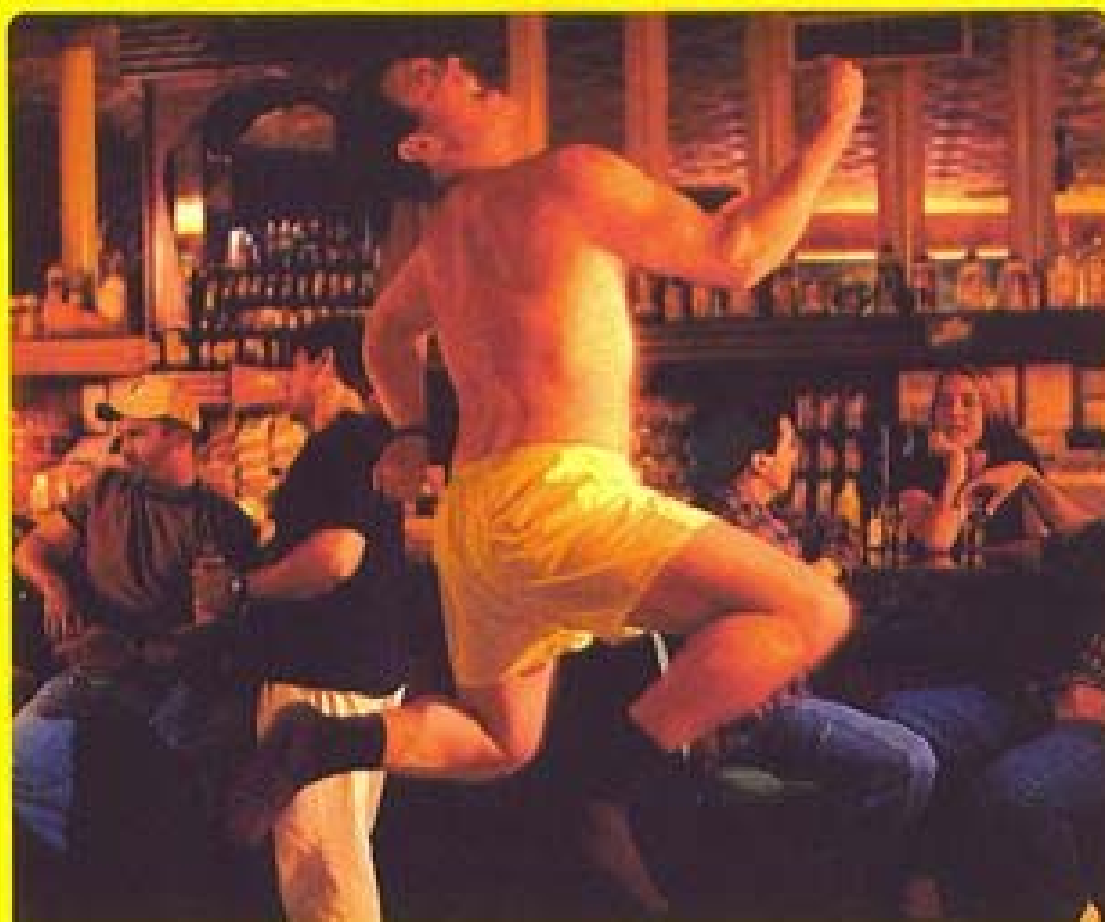


PANTONE
147 C

(For a 2-color version the PMS 407 can be changed to 40% Black)

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GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends. For more info on the totally brand-newest way to get around safely, just call XXX-XXXX. And remember, safety first, so don't jump around in the bar. Thanks.



Dial XXX-XXXX